

**EVENT TICKET PRICING AND DISTRIBUTION SYSTEM**

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**ABSTRACT OF THE DISCLOSURE**

15 A method for event ticket distribution comprises the steps of distributing event tickets allocated to a first distribution pool in accordance with a decreasing selling price auction distribution, and, upon completion of the auction distribution, distributing event tickets allocated to at least a second distribution pool. The event tickets allocated to at least a second distribution pool may be distributed in accordance with a lottery distribution.

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